



## February 2019

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### NMA National Mission Statement

NMA offers leadership development products and opportunities that maximize the potential of our members, sponsoring organizations and communities.

# EMPOWERING YOURSELF

Performance, Image, & Exposure



**Tory Niceswander**  
NMA President, 2018-2019

## From the Desk of Our President

Greeting NMA Members:

The annual NMA Leadership Speech Contest occurred February 21 and it was a true pleasure to hear from our eight contestants. Each delivered a diverse message about what leadership meant to them and the event proved to be another year of delightful speeches. The Annual Speech Contest provides an excellent opportunity for these young leaders to develop their public speaking skills. If you missed it, don't forget to check it out on NMA's SharePoint site. You can view all past member meetings there as well.

A special thanks to Tina Alonzo, former president of NMA and current board member, for acting as our MC for the night. Tina maintained a prompt schedule of events and provided light humor for our audience between speakers. Finally, a special thanks to the members of the Blue Cross Toastmasters Clubs, SkillMasters and MetroMasters, for their recruitment, mentoring, judges and volunteers.

There are several upcoming events I would like to highlight as we venture into the final months of our chapter year. The next Community Involvement event is scheduled for March 2 at the Ronald McDonald House. Our March Member Meeting is scheduled for March 21 at Skyline Club in Southfield hosted by Jim Kallas, VP and Treasurer BCN, and NMA Executive Advisor. Jim will be discussing the adaptive leadership style of Situational Leadership. Don't forget to cast your vote for the five open positions on the NMA Board of Directors – voting closes March 8.

As we move into April, VP of Clinical Strategies, Aaron Friedkin, M.D. will be hosting our BlueNights<sup>SM</sup> Mixer at Whirlyball in Novi on April 25. Look for more information on these and other upcoming events including the NMA Membership Drive, Management Week, Community Involvement events and additional BlueNights<sup>SM</sup> Mixers in future *blueprint* publications.

Finally, are you interested in participating in the planning or execution of events, *blueprint* production or financial services? If you answered 'yes', there are several opportunities to join or even chair committees for the upcoming chapter year. Please reach out to me or any of the VPs on my team to get involved now!

Best Wishes,

Tory Niceswander

# NMA 2018 Board Polls are Open

Fellow Members,

We received six qualified candidate nominations to fill the five open Board of Directors positions for 2019/20. The five open Board of Directors positions will serve as follows:

- Three open positions complete a full 3-year term through 6/30/2022
- One open position will complete a 2-year term through 6/30/2021
- One open position (At-Large) will serve a 1-year term through 6/30/2020

Candidates receiving the three highest numbers of votes will be offered to serve the Board for a full 3-year term, and the candidate with the next highest number of votes will serve the board for a 2-year term, completing the remainder of the 3-year term. There is one candidate for the “at-large” position.



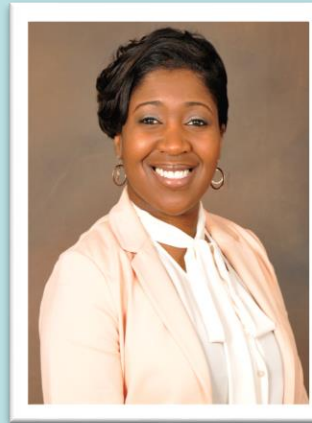
**Voting opens on  
March 1 and ends  
on March 8**



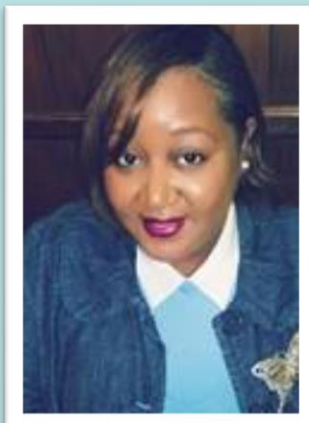
**Tia Heilig**



**Tina Alonzo**



**Sharese Hogan**



**Angela Tanner**



**MaryAnn McKenna**



**Sharon Sheppard**

# New Member Corner

OUR NEW TEAM MEMBERS  
**Welcome**

*Tracy Samples  
Lisa Hardeman  
Stephanie Davis  
Trish Stievater  
Zeinab Bazzi  
Lindsey Klynstra  
Carlton King  
Dianne Malmgren*

*As a member of NMA, you are now a part of a great group of leaders, striving to live out our theme, "Cultivating the Passion of Leadership." We encourage you to connect with our members and learn something new about the organization. For more information, you can always go to our [SharePoint](#) site*



## Member Benefits

- Networking through monthly meetings and mixers
- Professional development through workshops and "lunch and learn" sessions
- Community involvement through events like Bowl for Kids' Sake, walks for cures and causes, Adopt-a-Highway and more!

We have many upcoming events to begin networking and meeting other NMA members. Check them out on the *Upcoming Events* page.

We also perform various community involvement services throughout the year. We'd love for you to take part.

For more information about all other upcoming events, please visit [NMA's SharePoint](#) site.

**We look forward to seeing you at the next event!**

**Get Acquainted**

## New Member Spotlight

Written by Dana Bell, Senior Analyst, Pharmacy Operations

Bonjour

Our newest member, Lakewa Davis, has worked for Blue Cross Blue Shield of Michigan for 12 years. She joined the National Management Association to hone her personal development skills, contribute through community involvement and meet new and exciting people.

Lakewa has a rich and robust background in training and instructional design. I asked her several questions regarding instruction:

**How do you keep yourself current on new teaching methods? Which do you prefer? Traditional teaching (where the teacher/instructor stands in front of the class) or eLearning (where students can learn via an electronic device)?**

*Research and application are key to maintaining the skills necessary to keep up with this ever-changing world. I like to watch lots of tutorials on different teaching methods and I use my educational resources to locate literature on new and upcoming methods. I am old school, so I like the traditional teacher/instructor facilitating classroom. It just builds more rapport, but I also know that in our technologically driven society, eLearning is the new wave of teaching. So, I am adaptable.*

**A lot of young people today are skipping college, taking gap years, or going into apprenticeships because of the cost of college. How would you advise a young person graduating from high school in 2019 the best route (s) to take?** *I would advise to follow their heart. College is not for everyone and I realize that, but I would say that the experience of one year is better than none. If after one year you cannot make it through, then at least you can say you tried. Additionally, I would say to have a backup plan if school is not for you. It's one thing to not be in school but have a clear idea of where you're headed versus not being in school and being lost.*

Here are some 'fun facts' Lakewa shared about herself: she's fluent in English and would love to learn French. She has even downloaded an app on her phone that takes her through various words and phrases to assist in this goal. Her favorite winter holiday is Christmas, and her favorite season is Summer. While growing up, her favorite cartoons were *Bugs Bunny*, *The Smurfs* and *Jem and the Holograms*.



**Lakewa Davis**

# CALENDAR of EVENTS

Mar  
2

**Community Involvement Committee**  
**Ronald McDonald House Charities**  
Detroit

Mar  
21

**Professional Development**  
**Lunch and Learn**  
**Dr. Jodi Wilson**  
Detroit Tower / Ren Cen / BCN Commons

Mar  
21

**James Kallas**  
**Blue Care Network**  
**VP of Finance and Treasurer**  
Skyline Club - Southfield

Mar  
27

**Professional Development**  
**Lunch and Learn**  
**Meeting Madness**  
Detroit Tower / Ren Cen / BCN Commons

April  
11

**Jocelyn Giangrande**  
**SASHE – Founder & CEO**  
**‘Power of Networking’**  
Detroit Athletic Club

May  
15

**Tiffany Albert**  
**Blue Care Network**  
**CEO & President**  
Westin - Southfield

June  
4

**Dan Loepp**  
**Blue Cross Blue Shield of Michigan**  
**President & CEO**  
The Filmore

## 'Warming Hearts Two Hands at a Time'

Written by Dana Bartell, Senior Analyst

In 2010, Actress Erin Cummings was filming *Detroit 187* when she witnessed someone giving a pair of gloves to a child in need. Inspired by that act of kindness, she founded Mittens for Detroit, Inc., which is now a well-respected non-profit in downtown Detroit.

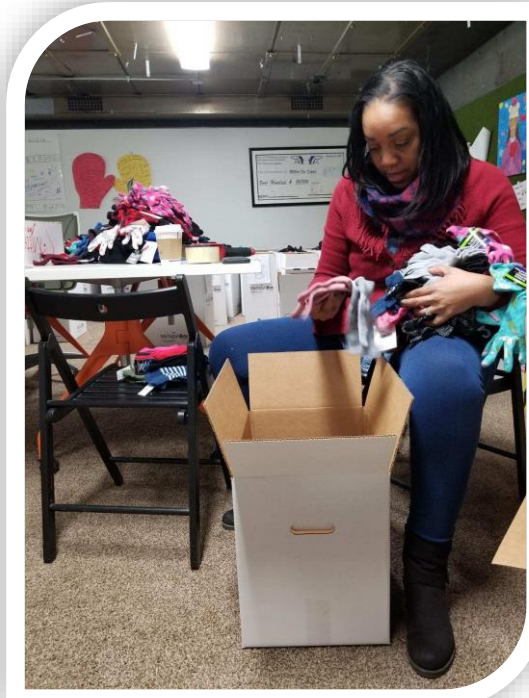
The purpose of Mittens for Detroit (MFD), Inc., is to collect (by way of donations), purchase, and distribute new mittens and gloves to children and adults in Detroit and surrounding cities, as well as other underserved cities around the world. Since 2010, MFD has collected and distributed **nearly one-quarter million** pairs of new mittens and gloves.

Our Community Involvement team volunteered at MFD assisting with their "**BIG SORT**"; we sorted, counted, and packed mittens and gloves for elementary and middle school students at three schools in Dearborn, Michigan. We were able to pack 1,300 mittens and gloves, 60 scarves and 300 hundred hats in approximately 3.5 hours. No matter the number of items we didn't have a chance to pack, we made a tremendous impact. Mittens for Detroit, Executive Director Wendy Shepherd encouraged us, saying "Every glove you are touching will touch someone's hands."

We had a great time volunteering, learning the 'art' of sorting winter items and networking with other members across our organization.

On behalf of NMA CI Team, I would like to thank all our volunteers for their consistent dedication and time as we work in our community one event at a time.

*"How wonderful it is that no one need wait a single moment to improve the world" -Anne Frank*



NMA member Monique Shoulders packing the gloves for Dearborn Woodward Middle School



The Community Involvement team (L to R) Mia Harris, Monique Shoulders, Christina Frison, Mona Lisa Andrews and Dana Bartell feeling accomplished after sorting various winter items at Mittens for Detroit

## February Membership Meeting and Youth Leadership Speech Contest

Written by Mia Harris, Administrative Assistant

On Thursday, February 21, the NMA Membership and Youth Leadership Speech Contest commenced at BCN Commons in Southfield. Tina Alonzo, program coordinator, Diversity and Inclusion, hosted the event and presented eight Southeast Michigan high school students who developed and delivered powerful speeches on a variety of leadership topics in this year's Youth Leadership Speech Contest. The students worked with employee volunteer mentors and Toastmasters representatives to prepare for the competition.

The NMA Leadership Speech Contest has three levels of competition. The first is the Chapter level, the second is the Council level and the third is the National Finals level. The first-place winner received a \$500 scholarship and plaque. The second and third place winner will also receive plaques and \$250 and \$100 scholarship awards. Our NMA chapter does not have a council level contest, therefore the first-place winner will become the representative at the National Finals level contest to share their leadership speech and compete for a monetary prize. The national competition is expected to be held this October in Portland, Oregon and the first place winner will receive \$4,000.

Each student thoughtfully delivered their ideas on leadership. One contestant noted, "We encourage young leaders to take responsibility for their own learning. They can then develop a sense of responsibility and a positive mindset. Coupled with organizational and planning skills, they will become better learners and gain higher achievements."

Another contestant proclaimed, "Young people in today's schools will be the next generation of leaders in the workplace, in our communities and in their families. Genuine leadership opportunities support transition into adulthood, foster the skills and character to be responsible citizens, and promote emotional and social well-being."

NMA will continue to help young people develop leadership skills and character by providing real-life opportunities to practice – where successes and failures are equally valuable and time is spent on self-reflection, with coaching feedback from adults and other young people alike.



*2019 National Speech Contest Contestants*



*A high school student from Cass Tech delivers his speech on what makes an effective leader*



*2019 Youth Leadership Speech Contest Winners; Javon Hood (first place); Elena Hirsch (second place) and Anissa Stitt-Nathan (third place)*





## Join us for the March NMA Membership Meeting

Featured Speaker

**James Kallas**

Vice President of Finance and Treasurer  
Blue Care Network of Michigan

Join us for an evening of networking and professional development with James Kallas, Vice President of Finance & Treasurer Blue Care Network of Michigan. James' topic will be "**Situational Leadership**." After the meeting, there will be a raffle for a one hour mentor session with Jim. Register now for the [event](#); Password: Situational

**WHEN:** Thursday, March 21, 2019  
4:30 p.m. – 8:00 p.m.

**WHERE:** Skyline Club  
2000 Town Center  
Southfield MI 48075

**Take advantage of this great opportunity to meet and network  
with your peers while learning more about leadership.**

# How to...



**EMPLOYEE  
ENGAGEMENT**



**Written by Marschelle Drake, NMA VP Professional Development**

What better way to resume our monthly Professional Development webinar series than with an exhilarating discussion lead by Lisa Ryan, Chief Appreciation Strategist for Grategy. During the hour-long lunch and learn webinar session, listeners learned simple techniques to increase engagement throughout the organization on a professional level. Lisa expounded on the difference between *Employee Satisfaction* and *Employee Engagement* and how identifying the mode of communication an employee values can help increase Employee Engagement within an organization.

While there were many nuggets of valuable information sprinkled throughout the webinar, the item that seemed to hit home for most was the simple idea of “gratitude.” Expressing gratitude for a job well done, with a sincere ‘thank you’, can make a huge impact within the culture of an organization. The idea of gratitude isn’t limited to the professional work place; it can also extend to a persons’ personal growth.

During the webinar, Lisa discussed the benefits of the 30-day Gratitude Challenge and how implementing this technique could increase an employees’ engagement within an organization and help to improve a person’s view.

As an NMA member, you can increase your engagement by joining us each month for a lunch and learn webinar session. Next months webinar topic is ‘Leading with Candor-How to be Kind, Yet Candid.’ We hope you can join us in one of the designated listening rooms.



**Lisa Ryan,  
Chief Appreciation  
Strategist for Grategy**

# The PD Exchange...

Written by Mariah Manuel, Team Leader |

## Development through Self-Assessment

### The Development Corner



**Ryan Combs**  
Senior Account Consultant  
Medicare Sales, Emerging Markets  
Northwood University - BBA

**Any books on self-assessments that you would suggest our members read?** Yes, my personal favorite is “Find Your Why” by Simon Sinek

**Did you learn your skills in leadership through any non-traditional forms?** Yes, sports gave me my start with leadership. I began realizing my potential when I took on leadership roles in an organization. I am currently a member on various community boards in my hometown.

**Have you taken advantage of any continuing education opportunities our company offers?** I am currently exploring opportunities to obtain my Master’s degree. I have also taken advantage of programs that NMA offers. I’ve been in my role for one year, and have spent that time learning how to be most effective in the role.

**How do you handle a tough day at work?** Staying positive is key. I use journaling to identify what made the day tough and try to learn what or how I could have done something differently to change the outcome.

**What are you passionate about?** Helping people reach their goals to be successful. Zig Ziglar said it best, *You will get all you want in life, if you help enough other people get what they want.*

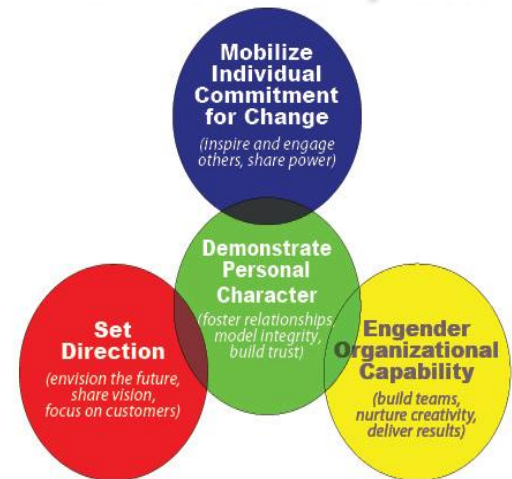
Marschelle Drake – VP, Professional Development  
Tia Heilig & Kristen Pore’ – Chairs, Professional Development  
Mariah Manuel – Chair, Continuing Education  
Edward Lanigan – Chair, Certified Manager

### Leadership Model

Do you know about the model?

Check out next month’s PD Exchange and Monthly Meeting on March 21, 2019

### The NMA Leadership Model



*Derived from a similar model in Results Based Leadership by Ulrich, Zenger, & Smallwood.*

Taking your leadership skills to the next level can be done through a model.

A leader is defined as *someone who has followers, or the person who leads an organized group.*

Over the next month, take a deeper look at yourself through self-assessment and ask the following questions:

1. Do you share your vision with others?
2. How do you foster your professional relationships?
3. When is the last time you have delivered results in your current role?
4. How do you help to empower others around you?

Learn how to take this model to the next level at our upcoming Monthly Meeting with James Kallas, VP Finance and Treasurer of Blue Care Network.

# The PD Exchange...

## Upcoming Events



We're giving you March Madness, NMA Style! With the season of March Madness around the corner, we figured it was a fine time to sharpen your meeting skills. Every employee has experienced disengagement and stress in the workday trying to decide if a meeting should be face-to-face or if details could be handled in an email. Come out to our "Meeting Madness" Lunch and Learn to receive tips on how to become more engaged, less stressed and make the best decisions at your upcoming meetings. Register TODAY!



March Madness will continue with a National webinar on March 21. Sign up to join one of the many listening rooms in Detroit or Southfield. Come and enjoy development with Dr. Jodi Wilson, Director of Business Psychology or Business Psychology Solutions.

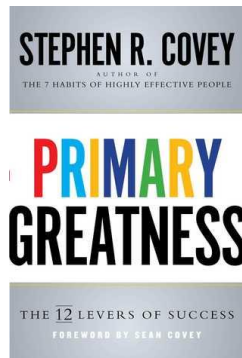
Coming soon – Learn the benefits of being a *Certified Manager!*

[https://www.icpm.biz/index.php/icpm\\_site/certified-manager](https://www.icpm.biz/index.php/icpm_site/certified-manager)

## Leaders are Readers

Our suggested book this month is "Primary Greatness" by Stephen R. Covey. This book takes the reader through channeling their primary levers of success. It allows the reader to not only receive suggestions, but includes action items at the end of each chapter.

If you are looking to tap into your success, then this is a great way to start.



## Certification Opportunities

An awesome opportunity that qualifies under our company's Tuition Reimbursement program.



March & April Classes at Lawrence Technology University: Lean Six Sigma Green Belt, Black Belt and Project Management Professional Prep

For more information, contact Benjamin Benson at [bbenson@ltu.edu](mailto:bbenson@ltu.edu)

### **NMA Code of Ethics**

- I will recognize that all individuals inherently desire to practice their occupations to the best of their ability.
- I will assume that all individuals want to do their best.
- I will maintain a broad and balanced outlook and will recognize value in the ideas and opinions of others.
- I will be guided in all my activities by truth, accuracy, fair dealing and good taste.
- I will keep informed on the latest developments in techniques, equipment, and process. I will recommend or initiate methods to increase productivity and efficiency.
- I will support efforts to strengthen the management profession through training and education.
- I will help my associates reach personal and professional fulfillment.
- I will earn and carefully guard my reputation for good moral character and good citizenship.
- I will promote the principles of our American Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.
- I will recognize that leadership is a call to service.

### **Statement of Principles**

NMA is dedicated to managerial excellence, personal and professional growth, and leadership development. The following principles identify NMA's core beliefs and provide the basis for the Association's Mission Statement.

- We believe in the highest standards of personal and organizational integrity and respect for the individual.
- We believe in lifelong learning, continuous improvement, and the development of a workforce capable of sustaining a competitive posture in the global economy.
- We believe management is a creative, dynamic, and essential process enabling people to achieve personal and organizational objectives.
- We believe that managerial responsibility is shared among all individuals at all levels of the organization and that leadership is critical to management success.
- We believe that individuals and organizations have a community and civic responsibility.

### **blueprint Team**

Writers and Editors: Dana Bell, Stephanie Bracken, Christopher Brantley, Christina Frison, Sheryl Johnson-Fambro, Angela Hood, Mariah Manuel and Anastasia Rokas

### **Creative Team**

Designer: Diana Copp and Mia Harris  
Photography: Christopher Brantley, Kevin Fraeyman, Kristie Stocker and Dana Bartell

Dustin Freeze, Internet public domain

Website: <http://sps-corp/nma/default.aspx>

### **NMA Board Officers**

Chairman of the Board: Sharese Hogan

President: Tory Niceswander

President-Elect: TBD

### **Board Members**

Ronnie Adams  
Tina Alonzo  
Cheryl Baker  
Karema Bobbitt  
Stephanie Bracken  
Lisa Drayton  
Angela Hollis  
Orin M. Lewis  
Tory Niceswander

### **Secretary**

Cheryl Baker

### **Chapter Representatives**

National Director: Matthew Zelman

Lifetime National Director: Nancy Bennett

Lifetime National Director: Cathy Longo

### **Executive Advisors**

Laura A. Byars  
Jim Kallas  
Darrell E. Middleton

### **NMA Officers**

VP Professional Development: Marschelle Drake

VP Program Administration: Dena Dalal

VP Public Relations: Christina Frison

VP Finance: Shari N. Goodwin

VP Administration and Recognition: Phyllis Stewart